

Subject: Re: Residential Packets - Ready for Review

Date: Tuesday, October 27, 2015 6:20:31 AM Pacific Daylight Time

From: Jessica Lall

To: Laura Hill

Laura - I have urban design today and staff mtg cancelled. I'm not sure I will even be in the office today. Lunch mtg and then at city for vending. Let's try to connect in afternoon for for 10mij this morning in between things. Staff mtg is canceled. P was supposed to let you know.

Thanks,

Jessica Lall
Celebrating 10 years
South Park BID

Office: 213-663-1112
Cell: 213-820-0837

Sent from my iPhone

On Oct 27, 2015, at 4:33 AM, Laura Hill <laura@southpark.la> wrote:

Hi JL,

Welp, so much for not fussing over spilled milk. I didn't sleep last night.

I am going to head to the office and touch up the packet with your edits in mind as best as I can. And can start thinking through ways to create content to address these questions: Who pays? How do I get involved? what matters? what is the BID doing? What has it done?

Since we are on such a tight turn around, I don't want to move in the wrong direction, so if we can check in today when you can that would be great, perhaps after our staff meeting. I wasn't under the impression that we would be creating content, rather polishing our existing info to create an e-packet, similar to the printed packets we take with us to meetings with biz and brokers — only writing that just so you know where my head was at!

I also want to make sure you are aware of my schedule today so that you know where my desk time will be: our staff mtg at 11a, street vending hearing & street closure committee 1-3:30P. I made a point to clear anything else.

I hope you know how sorry I am. I really feel sick to my stomach about everything.

Best,
LH

Laura Hill
Communications and Policy Manager



South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425

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From: Jessica Lall <Jessica@Southpark.La>

Date: Monday, October 26, 2015 9:25 PM

To: Laura Hill <laura@southpark.la>

Subject: Re: Residential Packets - Ready for Review

Yes of course – tomorrow may be hard, but if not, Wed afternoon.

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112
c. 213 820 0837

24/7: 866 560 9346

From: Laura Hill <laura@southpark.la>
Date: Monday, October 26, 2015 at 8:47 PM
To: Jessica Lall <jessica@southpark.la>
Subject: Re: Residential Packets - Ready for Review

I will do my best!!

Would still love to talk, if that is okay. Is there a time that works well for you tomorrow or Wednesday?

Best,
LH

Laura Hill
Communications and Policy Manager



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From: Jessica Lall <jessica@southpark.la>
Date: Monday, October 26, 2015 8:44 PM
To: Laura Hill <laura@southpark.la>
Subject: Re: Residential Packets - Ready for Review

We absolutely can, but...

Here's another learning lesson – don't spend too much time beating yourself up over spilled milk...let's focus on completing the project with a first class product that get's people excited about the BID (and knocks Michelle's socks off :)). Learn and let's move forward. A mistake, but not the end of the world – I promise.

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112
c. 213 820 0837

24/7: 866 560 9346

From: Laura Hill <laura@southpark.la>

Date: Monday, October 26, 2015 at 8:30 PM
To: Jessica Lall <jessica@southpark.la>
Subject: Re: Residential Packets - Ready for Review

Jessica,

I understand and am truly apologetic. You have no idea how sorry I am and how much I am frustrated with myself for dropping the ball on something. And so sorry for not including that in my learning lessons – it rang loud and clear this morning. I hope you know I was not trying to make excuses. Things get so crazy at the BID it's been a new added challenge to make sure I am reviewing the rest of my week to make sure there is time for everything, and if not to make sure to communicate it to you. I promise I understand the depth of the issue here and worked through upset feelings all day today – I know I am to blame.

Can we talk about this tomorrow? This is hard to digest. I really do feel incredibly awful.

LH

Laura Hill
Communications and Policy Manager



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From: Jessica Lall <Jessica@Southpark.La>
Date: Monday, October 26, 2015 7:39 PM
To: Laura Hill <laura@southpark.la>
Subject: Re: Residential Packets - Ready for Review

Thanks, Laura. I will do my best to look at them and provide feedback tonight.

I appreciate you including some learning lessons, but frankly, there are no excuses for us being in a last minute rush on this. We met with Michelle 13 days ago and have gone over that one of your top priorities is the HOA outreach. It was on your Smartsheet, with a deadline to get it to Michelle last Friday (not including time for me to review). Not only was the deadline missed - it was not communicated until I asked today after the fact. Not only is a board member involved, but it the launch of something very important that we want to get right. The items you listed are factors, but had you started earlier – I.e. Before the deadline, this would not be a last minute surprise.

I want to reemphasize that missing a deadline is OK provided there is advance communication – it also offers the opportunity to re-prioritize your work, which I am here always to help with. The reason we are on Smartsheets, meeting weekly and sending end of week reports is to avoid situations like these.

I hope the learning lesson here is to use the processes in place to help keep work load organized and communicate in advance about deadlines.

Thanks,

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112

c. 213 820 0837

24/7: 866 560 9346

From: Laura Hill <laura@southpark.la>
Date: Monday, October 26, 2015 at 6:40 PM
To: Jessica Lall <jessica@southpark.la>
Subject: Residential Packets - Ready for Review

Hi JL,

I will be sending several attachments in the order in which they will appear in the packet. Beginning with the cover page.

Reasons why this project took longer than expected:

- every document included either needed to be created or updated
- the Dropbox Informational/Handouts, Maps, and Logos/Graphics folders are very disorganized – needs to be addressed for future
- medium proficiency with Illustrator/Indesign/Photoshop

Learning lesson for me — never assume something will be quick, particularly while we are still working on standardizing procedures/getting organized!

LH

Laura Hill
Communications and Policy Manager



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